

Education & Public Outreach

Lars Perkins

Chairman

Education and Public Outreach Committee

NASA Advisory Council

4 August 2011

Topics

- What We've Done
- Public Outreach
- Education
- Moving Forward



Richard Garriott



Dwayne McCay



Michael Bostick



Debbie Myers



Leslie Fenwick



Erika Vick



Peter Shankman



Iannis Miaoulis



Scott Parazynski



Doug King

Lars Perkins



WHO ARE WE?







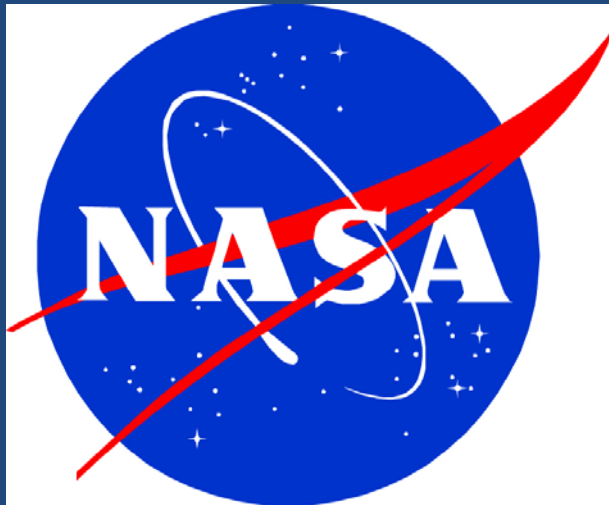
What Have We Done?

- May: Visit to DC – meet Leland Melvin
- JUN: Meet John Dudas, chairman of FIRST
- AUG: AMES meeting
 - Dwayne McCay
 - Peter Shankman
 - Michael Bostick

Ames

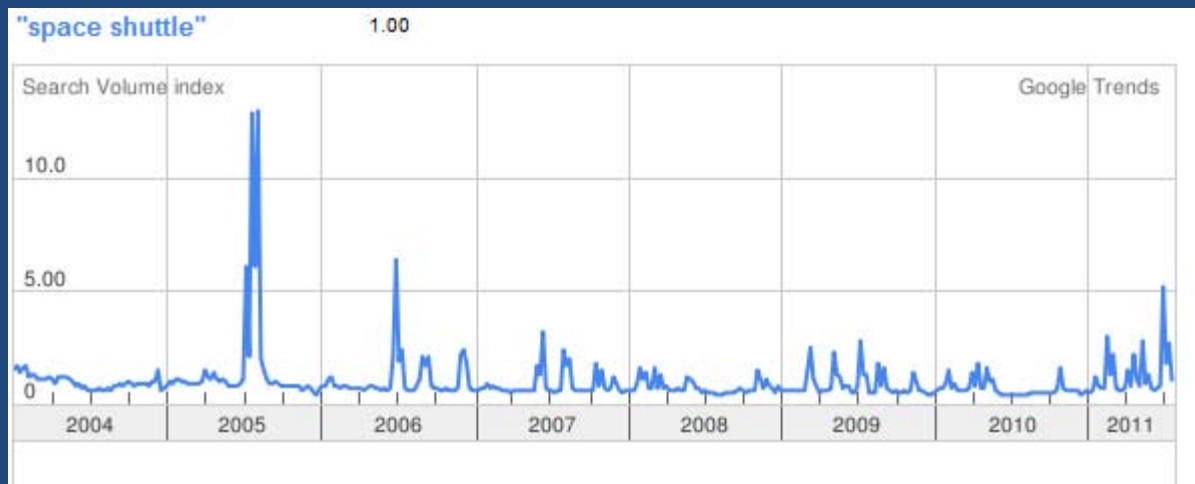
- Building N232
- Kepler
- SOFIA
- Synthetic Biology

This equation is false

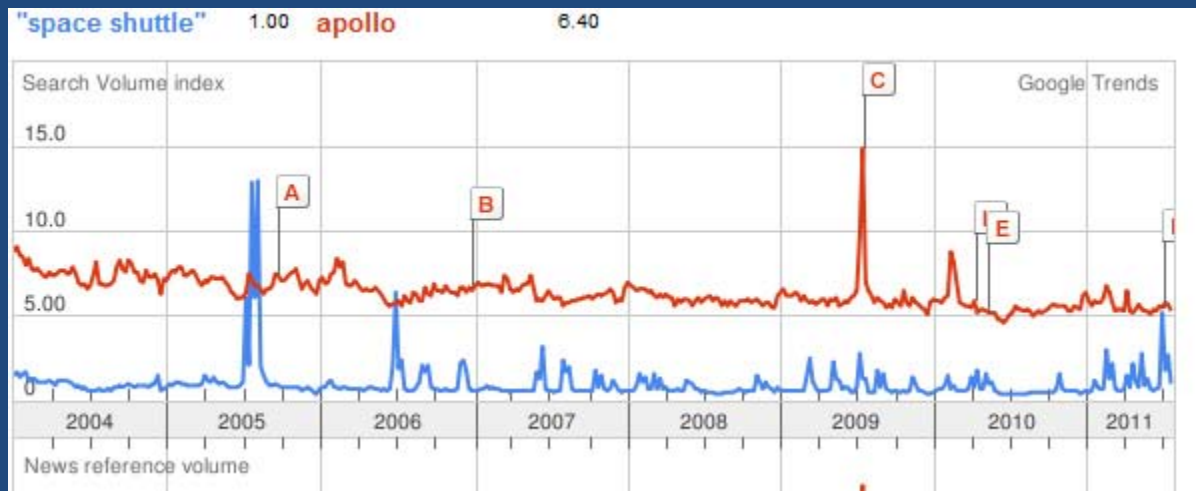


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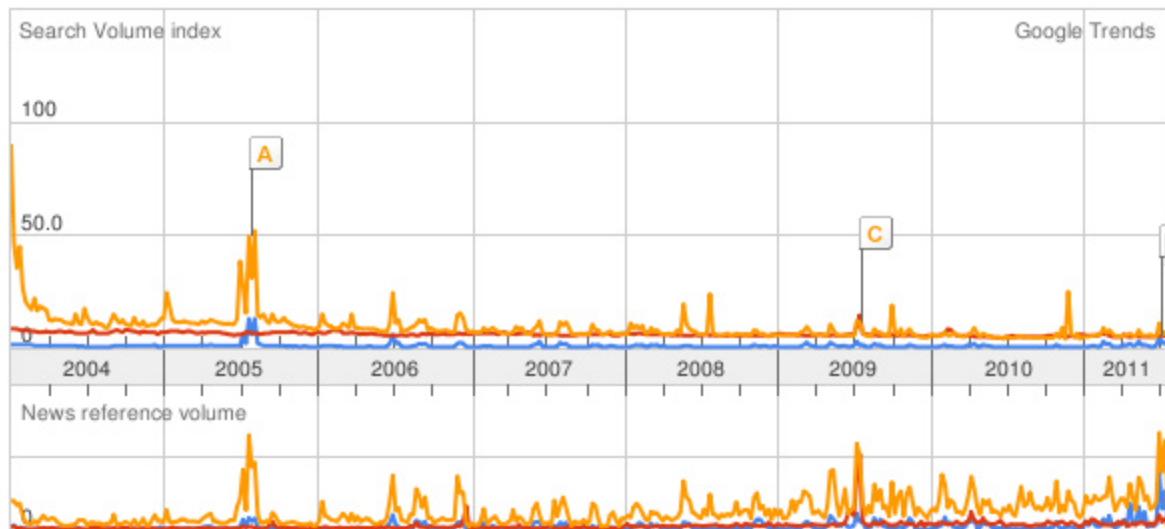


“Space Shuttle”



“Apollo”

space shuttle 1.00 apollo 6.00 nasa 9.50



- A** [NASA Prepared to Launch Discovery](#)
WIVB - Jul 26 2005
 - B** [Apollo 11 astronauts look to Mars](#)
Mirror.co.uk - Jul 20 2009
 - C** [Marshmallow 'moon' marks NASA anniversary](#)
Philadelphia Inquirer - Jul 20 2009
 - D** [NASA fueling Atlantis for last shuttle launch](#)
eTaiwan News - Jul 8 2011
 - E** [Atlantis blasts off on final space shuttle launch](#)
The Australian - Jul 8 2011
 - F** [Atlantis lands, brings NASA shuttle program to end](#)
CBS News - Jul 21 2011
- [More news results »](#)

“NASA”

NASA is bigger than any single
program

The Press Abhors a Vacuum

“NASA is going away”

“The end of Manned spaceflight”

“Moon? Mars? Asteroids?
NASA doesn't know where it's
going”

The truth

- NASA Astronauts continue to fly without interruption
- NASA expertise is continues to enable American spaceflight – now through expansion of private sector role
- NASA is more than manned space flight. A lot more.

The story doesn't tell itself anymore

- The mission has changed
- The world has changed

NEXTGEN, synthetic biology, sustainable energy, cosmology, supercomputing, signal processing, earth science, citizen scientists, materials research

Telling the story

- Believe the story
- Evangelize the story within
- Communicate the story

Effective Public Messaging

- CLEAR
- CONCISE
- CONSISTENT
- CONTEXT

... Rinse and repeat

It's not Marketing!

$\left\{ \begin{array}{l} \text{first 10-digit prime found} \\ \text{in consecutive digits of } e \end{array} \right\} .\text{com}$

 CLEARCHANNEL

EPO Committee Role

- Help NASA organize to find and tell its story
 - Role of OCOMM, PAO
 - Command & Control no longer possible
 - Tell story internally and externally
 - Work with David Weaver, Alan Ladwig
- Prioritize Education Programs
 - \$130 mm budget spread over 60+ programs
 - Work with Leland Melvin

... Rinse and repeat

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T-Shirt Sizing

- How expensive (S / M / L)?
- How many does it reach (S / M / L)?
- How measureable is its impact (S / M / L)?
- How much better can NASA do it than others (S / M L)?

60 rows, 4 columns

Leland's Recommendations ...

- ① Focus NASA's Education Programs
- ② Strategically Manage Partnerships
- ③ Participate in State/Nat'l STEM Discussions
- ④ Create Structure (O of E, MD, others)
- ⑤ Expand ECC Charter
- ⑥ Improve Communication

*... A 90 degree turn, not 10 degrees ...
recommendation may follow*

Moving Forward

Priorities

- Add new members
 - Leaders in communication, design, education (inspiration)
- Work with Leland to Prioritize Programs
- Meet with David & Alan to begin talking about communicating
- Participatory Exploration Project

... don't break what's working

Participatory Exploration

- Let the public discover NASA programs that interest them, and pitch in to help (SETI, moonviews.com, planet hunters ...)
- Ideally, integrate PE into mission planning
- Leverage web & mobile platforms
- A new front end to NASA.GOV resources that turns it from a research library into an interactive science playground
- Create a set of common tools, data warehouse

